

RFP-10-1
SECTION ONE
GENERAL INFORMATION AND REQUESTED PRODUCTS/SERVICES

1.1 INTRODUCTION

In accordance with Indiana statute, including IC 5-22-9, the Indiana Department of Administration (IDOA), acting on behalf of the Indiana Tobacco Prevention and Cessation Trust Fund and Tobacco Board is seeking the services of an agency that has the capability to oversee and implement a statewide counter media marketing campaign designed to reduce adult and youth tobacco use in Indiana for the Indiana Tobacco Prevention and Cessation Agency, (ITPC). It is the intent of IDOA to solicit responses to this Request for Proposals (RFP) in accordance with the statement of work, proposal preparation section, and specifications contained in this document. This RFP is being posted to the IDOA website (<http://www.IN.gov/idoa/2354.htm>) for downloading. A nominal fee will be charged for providing hard copies. Neither this RFP nor any response (proposal) submitted hereto are to be construed as a legal offer.

1.2 DEFINITIONS AND ABBREVIATIONS

Following are explanations of terms and abbreviations appearing throughout this RFP. Other special terms may be used in the RFP, but they are more localized and defined where they appear, rather than in the following list.

IAC	The Indiana Administrative Code.
IC	The Indiana Code.
Full Time Equivalent (FTE)	The State defines FTE as a measurement of an employee's productivity on a specific project or contract. An FTE of 1 would mean that there is one worker fully engaged on a project. If there are two employees each spending 1/2 of their working time on a project that would also equal 1 FTE.
Implementation	The successful implementation of a statewide counter media marketing campaign designed to reduce adult and youth tobacco use in Indiana at the Indiana Government Center as specified in the contract resulting from this RFP.
Installation	The delivery and physical setup of products or services requested in this RFP.
Other Governmental Body	An agency, a board, a branch, a bureau, a commission, a council, a department, an institution, an office, or another establishment of any of the following:

- (1) The judicial branch.
- (2) The legislative branch.
- (3) A political subdivision (includes towns, cities, local governments, etc.)
- (4) A state educational institution

Products	Tangible goods or manufactured items as specified in this RFP.
Proposal	An offer as defined in IC 5-22-2-17.
Respondent	An offeror as defined in IC 5-22-2-18. The State will not consider a proposal responsive if two or more offerors submit a joint or combined proposal. One entity or individual must be clearly identified as the Respondent who will be ultimately responsible for performance of the contract.
Services	Work to be performed as specified in this RFP.
State	The State of Indiana
State Agency	As defined in IC 4-13-1, “state agency” means an authority, board, branch, commission, committee, department, division, or other instrumentality of the executive, including the administrative, department of state government.
Vendor	Any successful Respondent selected as a result of the procurement process to deliver the products or services requested by this RFP.

1.3 PURPOSE OF THE RFP

The purpose of this RFP is to select a vendor that can satisfy the State’s need for a statewide counter media marketing campaign designed to reduce adult and youth tobacco use in Indiana. It is the intent of Indiana Tobacco Prevention and Cessation Trust Fund and Tobacco Board, to contract with a vendor that provides a quality statewide counter media marketing campaign designed to reduce adult and youth tobacco use in Indiana for Indiana Tobacco Prevention and Cessation Agency, (ITPC).

1.4 SUMMARY SCOPE OF WORK

The Indiana Tobacco Use Prevention and Cessation Trust Fund (Trust Fund) and Executive Board were created by the Indiana General Assembly in the spring of 2000 and are governed by IC 4-12-4 (for statewide information on Indiana Code access www.state.in.us/legislative/ic/code/). The ITPC Executive Board was funded to establish a comprehensive, coordinated tobacco prevention and cessation program for the state using the Centers for Disease Control and Prevention’s (CDC) Best Practice Model for Comprehensive Tobacco Control.

The Trust Fund exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. The ITPC Executive Board coordinates and allocates resources from the Trust Fund according to their mission. The Indiana Tobacco Prevention and Cessation Agency (ITPC) was established in 2001 by the ITPC Executive Board to carry out their mission to:

- Change the cultural perception and social acceptability of tobacco use in Indiana
- Prevent initiation of tobacco use by Indiana youth
- Assist tobacco users in cessation
- Assist in reduction and protection from secondhand smoke
- Support the enforcement of tobacco laws concerning the sale of tobacco to youth and use of tobacco by youth
- Eliminate minority health disparities related tobacco use and emphasize prevention and reduction of tobacco use by minorities, pregnant women, children, youth and other at-risk populations.

The ITPC Executive Board develops and maintains a process-based and outcomes-based evaluation of funded programs and keeps State government officials, policymakers, and the general public informed of its progress through an annual report issued September 1 and periodic evaluation reports.

The CDC recommends that States establish tobacco control programs that are comprehensive, sustainable, and accountable. Based upon the evidence, specific funding ranges and programmatic recommendations are provided. The CDC recommends that States establish tobacco control programs that contain the following elements:

1. State and Community Based Programs
2. Cessation Interventions
3. Health Communications (Statewide Media Campaign)
4. Surveillance and Evaluation
5. Administration and Management

The selected respondent will be able to provide the services described in the Health Communications component of the CDC's recommendation for comprehensive tobacco control programs and where appropriate, provide assistance to local community, minority and state based programs funded through ITPC.

Statewide Public Education Campaign includes a wide range of efforts, including paid television, radio, billboard, websites and print counter-advertising at the State and local level; ethnic marketing campaigns; media advocacy and other public relations techniques; specialized youth-to-youth marketing activities, and efforts to reduce or replace tobacco industry sponsorship and promotions. Media communications play a key role in shaping tobacco-related knowledge, opinions, attitudes and behaviors among individuals and within communities. Cigarettes are one of the most heavily marketed products in the

United States and in Indiana.

In August 2008, The National Cancer Institute presents this 19th monograph, *The Role of the Media in Promoting and Reducing Tobacco Use*, in the Tobacco Control Monograph Series. <http://cancercontrol.cancer.gov/tcrb/monographs/19/index.html>. There is a wealth of research that demonstrates the effectiveness of tobacco countermarketing campaigns. The monograph provides a critical, scientific review and synthesis of current evidence regarding the power of the media to encourage and to discourage tobacco use. The monograph is the most current and comprehensive summary of the scientific literature on media communications in tobacco promotion and tobacco control. Research included in the review comes from the disciplines of marketing, psychology, communications, statistics, epidemiology, and public health. All are vital to understanding how exposure to the media influences tobacco use. Armed with that understanding, it is possible to explore effective ways to leverage the media to improve public health. The report concluded that:

1. The evidence demonstrates a causal relationship between tobacco industry advertising and promotion and increased tobacco use.
2. A causal relationship between exposure to smoking in movies and youth smoking initiation.
3. Mass media campaigns designed to discourage tobacco use can change youth attitudes about tobacco use, curb smoking initiation, and encourage adult cessation.

The CDC Best Practices for Comprehensive Tobacco Control programs recommends that states deliver “strategic, culturally appropriate, and high-impact messages in sustained and adequately funded campaigns...”

http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/s/00_pdfs/2007/BestPractices_SectionA_II.pdf. In addition, they note that media messages need to reach 75-85% of the target audiences to be effective. While adults’ awareness of ITPC public education efforts was highest in 2004 at 78%, in 2007, awareness of one or more campaign components was 14% and then rebounded in 2008 to 53%. However, confirmed awareness of individual campaign elements is quite low. Total funding for health communications in Indiana is well below CDC recommendations. ITPC evaluation and research coordinating center recommends increasing the overall share of dollars dedicated to health communications and distributes media messages to promoting behavior change—increased smoking cessation, smoke-free homes, and reduced smoking initiation: 60% to promote cessation, 20% on for secondhand smoke campaigns, and 20% for youth prevention. To be effective, public education strategies must continue to be well-funded so that the media component can achieve the necessary reach and appropriate messages in order to be effective. This effort must be sustained over the long term in order to change long-held Hoosier attitudes and beliefs about tobacco use.

Indiana’s tobacco control strategic plan for 2015 describes the following program objectives specific for media and communications, they include:

- Increase level of confirmed awareness of the countermarketing campaigns among youth to at least 67% by 2015.
- Increase the proportion of youth who think smoking does not make people look cool and fit it to 93% for high school youth by 2015.
- Decrease the perception that smoking among peers is normal among high school youth to 55% by 2015.
- Increase proportion of adults that believe secondhand smoke exposure is a serious health hazard to 75% by 2015.
- Increase level of confirmed awareness of the countermarketing campaigns among adults to at least 67 % by 2015.
- Increase the awareness of quitline among smokers to 67% by 2015.
- Increase spending of Health communications to \$1.83 per capita by 2015.

Current Landscape:

- Indiana generated more than 3,300 newspaper articles on tobacco issues in SFY 08, but had 4600 in SFY 2006 and 4800 clips in SFY 2007.
- Overall confirmed awareness of the ITPC public education campaign regained reach in 2008 to 53 percent after falling to 14 percent in 2007 from 70 percent in 2005.
- Indiana citizens are overwhelmed with pro-tobacco messages in comparison to anti-tobacco messages. Tobacco companies outspend tobacco prevention and cessation efforts 26 to 1, with the tobacco companies spending \$425 million in Indiana each year.
- Indiana's public education campaign provides critical support for all components of the community program. While we are working to change social norms around tobacco, progress is a challenge with a diminished public education campaign. Long held attitudes must be changed before we see tobacco use behaviors change. This is especially true for the hardest-to-reach Hoosiers who also have the highest smoking rates.
- A statewide campaign to capitalize on the increased cigarette tax was launched in SFY 08. The "Never Been a Better Time to Quit" campaign was launched by Gov. Daniels, Health Commissioner Monroe, and ITPC's Executive Director to encourage people to quit using the increased price of cigarettes as motivation. This combined intervention resulted in a 20 percent reduction in cigarette consumption. This campaign was refreshed in the Spring 2009 to capitalize on

the increase in the federal tobacco taxes.

- Indiana will hold its third statewide quit smoking contest in the summer/fall 2009. Over 5,000 entries were submitted statewide in 2007 and nearly 7,200 in 2008.
- Marketing of tobacco products after the 1998 master tobacco settlement agreement has led to increased target marketing among the 18-24 year old age group, where more tobacco initiation has taken place over the past decade. As a result this age group has the highest smoking rate.
- New “Snus” and dissolvable products that are being pilot tested in Indianapolis are undercutting our efforts to help tobacco users quit. These products are an alternative for smokers to use where they cannot smoke, thus leading to fewer quit attempts and implications of dual use of spitless tobacco combined with smoking-health effects that we have no data on yet.
- More than 2250 local organizations are working in 85 of 92 counties to implement local programs by applying established ITPC programs and interventions to their individual communities. Through this local community effort and supporting media messages, ITPC partners have proven the ability to change community attitudes related to smoke free air policies have passed 38 local ordinances to protect Hoosiers. These local coalitions are essential to coordinating a unified statewide message on tobacco control.

Scope of Work

Media and Communication Plan Responsibilities:

- Develop and implement an annual detailed and comprehensive media and communication plan that leads to overall change in social norms regarding tobacco use in Indiana
- Develop and implement an annual communication plan for the Indiana Tobacco Prevention and Cessation Agency (ITPC) that includes but is not limited to newsletters, annual report, and other communication pieces
- Provide overall message development for ITPC and tobacco control programs.

Advertising and Countermarketing Responsibilities:

- Conceptualize, develop, pre-test, and produce creative materials, including paid ads and collateral materials for the statewide media counter marketing campaign.
- Research and evaluate existing creative ads from the Centers for Disease Control’s (CDC) Media Campaign Resource Center for priority consideration

over new creative.

- Maintain masters of all approved materials in electronic format to ITPC for the purposes of archiving. Masters to be updated Quarterly with any new materials.
- Provide advertisement tags where available and appropriate for local programs or for designated toll-free telephone numbers where appropriate.
- Build on the success of previous statewide media counter marketing campaigns, including the Voice.tv and WhiteLies.tv brands, to change knowledge, attitudes and beliefs related to tobacco use.
- Collaborate with ITPC to implement the advertising and counter-marketing plan that is coordinated with and complementary to Tobacco Board funded community based programs, minority-based and statewide programs and other Board priorities.
- Ensure that advertising and counter marketing strategies to reach minority populations are appropriate and effective. Respondents should consider subcontracting with a minority owned agency or firm to ensure that the needs of this targeted population are properly addressed. To obtain minority-contracting information you may call 317- 232-3061 or go on-line to <http://www.in.gov/idoa/2352.htm> for a list of Indiana Certified MBE and WBE vendors.
- Work collaborate with the State's media buying vendor to select media buys

Events and Outreach:

- Develop outreach components that will reach certain statewide annual events such as but not limited to the Indiana State and County Fairs.
- Develop outreach components that will reach certain statewide annual events designed to reach minority populations such as but not limited to the Indiana Black Expo and Fiesta Indianapolis
- Recommend community events statewide to ensure method to promote messages. Review past events to determine appropriateness and effectiveness.
- Outline execution plan for participating in events, in addition to provide staffing for these events.

VOICE Youth Campaign Responsibilities:

- Develop and execute the media components of the VOICE statewide youth empowerment campaign. This shall include, but not be limited to, state and

regional Voice events, youth summits, coordination of a youth advisory board. Emphasis should be on social marketing techniques.

- Work with the Voice Advisory Group to plan and executive the VOICE movement in Indiana.
- Provide technical assistance on media activities for local community and minority based programs funded to conduct Voice efforts locally.
- Conduct street marketing campaigns.
- Execute and support the Voice Youth Summit.
- Provide creative for Voice Campaign.

Websites/On-line Technology Responsibilities:

- Update and enhance components of the Whitelies.tv and Voice.tv websites as necessary to maintain an interactive website for consumers.
- Provide a comprehensive review of the existing websites and provide recommendations for the execution of this medium.
- Provide bimonthly reports on web activity.
- Conduct a weekly refresh of websites and ongoing maintenance plans.
- Continue ITPC electronic library of creative materials to customize local creative use for local programs.
- Include on-line strategy for ITPC that includes websites, social networking, and e-communication tools.

Media Advocacy/Public Relations Responsibilities:

- Develop and execute a public relations plan and strategy to support the sustained statewide media counter marketing campaign This would include implementing an appropriate strategy to build on the campaign's previous platforms including but not limited to briefings with editorial boards, drafting and distribution of a minimum of 15 media releases, 4 press conferences, 1-2 media tours, as well appropriate media follow-up.
- Design and produce collateral promotional materials that support the Tobacco Board's priorities and local program needs.

- Analyze the media coverage of each statewide media counter marketing campaign and extend the campaign's reach through public relations activities.
- Provide technical assistance and training on media advocacy to community-based, minority-based and statewide programs funded through ITPC.
- Develop and implement media spokespersons training for ITPC staff and grantees annually
- Increase the capacity of the local coalitions to promote tobacco control programs and local activity.

Market Research and Evaluation Responsibilities:

- Work with ITPC and their Evaluation Research Coordinating Center to develop materials and disseminate data and program findings.
- Develop and present an annual strategic recommendation for the development of a statewide media counter marketing campaign based on internal and external research.
- Provide research about target audiences, market segmentation, most effective media placement, and assess effectiveness of efforts.
- Coordinate all market research efforts with ITPC and the ITPC Evaluation Coordinating Center Contractor. Efforts should complement current research and evaluation activities. Any pre- and post tests should be coordinated with the ITPC Director of Program Evaluation.
- Document the scientific studies, research, and calculations used to substantiate the facts used in all materials and provided to ITPC.

Administrative and Budget Responsibilities:

- Meet monthly with the ITPC staff to manage the budget for the statewide media counter marketing campaign
- Maintain a financial status report and submit quarterly financial reports to ITPC staff.
- Provide quarterly reports on all media and countermarketing activities and summarize the effectiveness of advertisements.

- Work with the ITPC and its evaluators to develop and implement procedures for tracking the effectiveness of the advertising campaigns, including the content and emphasis of its strategic components.
- Hold weekly media team meetings to coordinate all media efforts and provide weekly to ITPC staff needs in order to meet deliverables time requested of ITPC staff
- Provide a staff person to be on-site at the ITPC office as needed.

1.5 RFP OUTLINE

The outline of this RFP document is described below:

Section	Description
Section 1 – General Information and Requested Products or Services	This section provides an overview of the RFP, general timelines for the process, and a summary of the products/services being solicited by the State/Agency via this RFP
Section 2 – Proposal Preparation Instruction	This section provides instructions on the format and content of the RFP including a Letter of Transmittal, Business Proposal, Technical Proposal, and a Cost Proposal
Section 3 – Proposal Evaluation Criteria	This sections discusses the evaluation criteria to be used to evaluate respondents' proposals
Attachment A	M/WBE Participation Plan Form
Attachment B	Sample Contract
Attachment C	Indiana Economic Impact Form
Attachment D	Declarations Page
Attachment E	Cost Proposal Worksheet

1.6 QUESTION/INQUIRY PROCESS

All questions/inquiries regarding this RFP must be submitted in writing by the deadline of **3:00 p.m. Eastern Time on July 31, 2009**. Questions/Inquiries may be submitted via fax (317-234-1281) or email rfp@idoa.IN.gov and must be received by Procurement Division by the time and date indicated above.

Following the question/inquiry due date, Procurement Division personnel will compile a list of the questions/inquiries submitted by all Respondents. The responses will be posted

to the IDOA website according to the RFP timetable established in Section 1.23. The question/inquiry and answer link will become active after responses to all questions have been compiled. Only answers posted on the IDOA website will be considered official and valid by the State. No Respondent shall rely upon, take any action, or make any decision based upon any verbal communication with any State employee.

Inquiries are not to be directed to any staff member of Indiana Tobacco Prevention and Cessation Agency, (ITPC). Such action may disqualify Respondent from further consideration for a contract resulting from this RFP.

If it becomes necessary to revise any part of this RFP, or if additional information is necessary for a clearer interpretation of provisions of this RFP prior to the due date for proposals, an addendum will be posted on the IDOA website. If such addenda issuance is necessary, the Procurement Division may extend the due date and time of proposals to accommodate such additional information requirements, if required.

1.7 DUE DATE FOR PROPOSALS

All proposals must be received at the address below by the Procurement Division no later than **3:00 p.m. Eastern Time on September 11, 2009**. Each Respondent must submit **one original hard-copy** (marked "Original") and twelve (12) hard copies and **one original CD-ROM (marked "Original")** and six (6) complete copies **on CD-ROM** of the proposal, including the Transmittal Letter and other related documentation as required in this RFP. The **original** CD-ROM will be considered the official response in evaluating responses for scoring and protest resolution. **The respondent's proposal response on this CD may be posted on the IDOA website, (<http://www.in.gov/idoa/2462.htm>) if recommended for selection.** Each copy of the proposal must follow the format indicated in Section Two of this document. Unnecessarily elaborate brochures or other presentations, beyond those necessary to present a complete and effective proposal, are not desired. All proposals must be addressed to:

Shelley Harris
Indiana Department of Administration
Procurement Division
402 West Washington Street, Room W478
Indianapolis, IN 46204

If you hand-deliver solicitation responses:

To facilitate weapons restrictions at Indiana Government Center North and Indiana Government Center South, as of **July 21, 2008**, the public must enter IGC buildings through a designated public entrance. The public entrance to Indiana Government Center South is located at 302 W. Washington St. (the eastern-most Washington St. entrance). This entrance will be equipped with metal detectors and screening devices monitored by Indiana State Police Capitol Police.

Passing through the public entrance may take some time. Please be sure to take this information into consideration if your company plans to submit a solicitation response in person.

If you ship or mail solicitation responses: United States Postal Express and Certified Mail are both delivered to the Government Center Central Mailroom, and not directly to the Procurement Division. It is the responsibility of the Respondent to make sure that solicitation responses are received by the Procurement Division at the Department of Administration's reception desk on or before the designated time and date. Late submissions will not be accepted. The Department of Administration, Procurement Division clock is the official time for all solicitation submissions.

All proposal packages must be clearly marked with the RFP number, due date, and time due. Any proposal received by the Department of Administration, Procurement Division after the due date and time will not be considered. Any late proposals will be returned, unopened, to the Respondent upon request. All rejected proposals not claimed within 30 days of the proposal due date will be destroyed.

No more than one proposal per Respondent may be submitted.

The State accepts no obligations for costs incurred by Respondents in anticipation of being awarded a contract.

All proposals submitted to the State should be double-sided and printed on 30% post-consumer recycled content paper or tree-free paper. When possible, soy ink should be used.

1.8 PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held on:

**July 29, 2009
10:00 a.m. – 11:00 a.m., ET
Indiana Government Center Complex, First Floor
Conference Center Room B
402 West Washington Street
Indianapolis, IN 46204**

The public must enter Indiana Government Center buildings through a designated public entrance. The public entrance to Indiana Government Center South is located at 302 West Washington Street (the eastern-most Washington St. entrance). This entrance will be equipped with metal detectors and screening devices monitored by Indiana State Police Capitol Police. Passing through the public entrance may take some time. Please be sure to take this information into consideration when planning your trip to the Indiana Government Center.

At this conference, potential respondents may ask questions about the RFP and the RFP process. Respondents are reminded that no answers issued verbally at the conference are binding on the State and any information provided at the conference, unless it is later issued in writing, also is not binding on the State.

1.9 MODIFICATION OR WITHDRAWAL OF OFFERS

Modifications to responses to this RFP may only be made in the manner and format described in Section 1.6 and clearly identified as a modification.

The Respondent's authorized representative may withdraw the proposal, in person, prior to the due date. Proper documentation and identification will be required before the Procurement Division will release the withdrawn proposal. The authorized representative will be required to sign a receipt for the withdrawn proposal.

Modification to, or withdrawal of, a proposal received by the Procurement Division after the exact hour and date specified for receipt of proposals will not be considered.

1.10 PRICING

Pricing on this RFP must be firm and remain open for a period of not less than 180 days from the proposal due date.

Please refer to the Cost Proposal sub-section under Section 2 for a detailed discussion of the proposal pricing format and requirements.

1.11 PROPOSAL CLARIFICATIONS AND DISCUSSIONS, AND CONTRACT DISCUSSIONS

The State reserves the right to request clarifications on proposals submitted to the State. The State also reserves the right to conduct proposal discussions, either oral or written, with Respondents. These discussions could include request for additional information, request for cost or technical proposal revision, etc. Additionally, in conducting discussions, the State may use information derived from proposals submitted by competing respondents only if the identity of the respondent providing the information is not disclosed to others. The State will provide equivalent information to all respondents which have been chosen for discussions. Discussions, along with negotiations with responsible respondents may be conducted for any appropriate purpose.

The Procurement Division will schedule all discussions. Any information gathered through oral discussions must be confirmed in writing.

A sample contract is provided in Attachment B. Any requested changes to the sample contract must be submitted with your response (See Section 2.3.5 for details). The State reserves the right to reject any of these requested changes. It is the State's expectation

that any material elements of the contract will be substantially finalized prior to contract award.

1.12 BEST AND FINAL OFFER

The State may request best and final offers from those Respondents determined by the State to be reasonably viable for contract award. However, the State reserves the right to award a contract on the basis of initial proposals received. Therefore, each proposal should contain the Respondent's best terms from a price and technical standpoint.

Following evaluation of the best and final offers, the State may select for final contract negotiations/execution the offers that are most advantageous to the State, considering cost and the evaluation criteria in this RFP.

1.13 REFERENCE SITE VISITS

The State may request a site visit to a Respondent's working support center to aid in the evaluation of the Respondent's proposal. Site visits, if required will be discussed in the technical proposal.

1.14 TYPE AND TERM OF CONTRACT

The State intends to sign a contract with one or more Respondent(s) to fulfill the requirements in this RFP.

The State reserves the right to select one or more respondents to satisfy the requirements of the RFP.

The term of the contract shall be for a period of 2 years from the date of contract execution. There may be 1 two year renewal for a total of four (4) years at the State's option.

1.15 CONFIDENTIAL INFORMATION

Respondents are advised that materials contained in proposals are subject to the Access to Public Records Act (APRA), IC 5-14-3 *et seq.*, and, after the contract award, the entire RFP file may be viewed and copied by any member of the public, including news agencies and competitors. Respondents claiming a statutory exception to the APRA must place all confidential documents (including the requisite number of copies) in a sealed envelope clearly marked "Confidential" and must indicate in the Transmittal Letter and on the outside of that envelope that confidential materials are included. The Respondent must also specify which statutory exception of APRA that applies. The State reserves the right to make determinations of confidentiality. If the Respondent does not identify the statutory exception, the Procurement Division will not consider the submission confidential. If the State does not agree that the information designated is confidential

under one of the disclosure exceptions to APRA, it may seek the opinion of the Public Access Counselor. Prices are not confidential information.

1.16 TAXES

Proposals should not include any tax from which the State is exempt.

1.17 PROCUREMENT DIVISION REGISTRATION

In order to receive an award, you must be registered as a bidder with the Department of Administration, Procurement Division. Therefore, to ensure there is no delay in the award all Respondents are strongly encouraged to register prior to submission of their response. Respondents should go to www.in.gov/idoa/2464.htm.

1.18 SECRETARY OF STATE REGISTRATION

If awarded the contract, the Respondent will be required to register, and be in good standing, with the Secretary of State. The registration requirement is applicable to all limited liability partnerships, limited partnerships, corporations, S-corporations, nonprofit corporations and limited liability companies. Information concerning registration with the Secretary of State may be obtained by contacting:

Secretary of State of Indiana
Corporation Division
402 West Washington Street, E018
Indianapolis, IN 46204
(317) 232-6576
www.in.gov/sos

1.19 COMPLIANCE CERTIFICATION

Responses to this RFP serve as a representation that it has no current or outstanding criminal, civil, or enforcement actions initiated by the State, and it agrees that it will immediately notify the State of any such actions. The Respondent also certifies that neither it nor its principals are presently in arrears in payment of its taxes, permit fees or other statutory, regulatory or judicially required payments to the State. The Respondent agrees that the State may confirm, at any time, that no such liabilities exist, and, if such liabilities are discovered, that State may bar the Respondent from contracting with the State, cancel existing contracts, withhold payments to setoff such obligations, and withhold further payments or purchases until the entity is current in its payments on its liability to the State and has submitted proof of such payment to the State.

1.20 EQUAL OPPORTUNITY COMMITMENT

Pursuant to IC 4-13-16.5 and in accordance with 25 IAC 5, it has been determined that there is a reasonable expectation of minority and woman business enterprises subcontracting opportunities on a contract awarded under this RFP. Therefore a contract

goal of x 8 for Minority Business Enterprises and 8 % for Woman Business Enterprises have been established and all respondents will be expected to comply with the regulation set forth in 25 IAC 5.

Failure to meet these requirements will affect the evaluation of your proposal.

1.21 MINORITY & WOMEN'S BUSINESS ENTERPRISES RFP SUBCONTRACTOR COMMITMENT

In accordance with 25 IAC 5-5, the respondent is expected to submit with its proposal a MWBE Subcontractor Commitment Form. The Form must show that there are, participating in the proposed contract, Minority Business Enterprises (MBE) and Women Business Enterprises (WBE) listed in the Minority and Women's Business Enterprises Division (MWBED) directory of certified firms located at <http://www.in.gov/idoa/2352.htm>. If participation is met through use of vendors who supply products and/or services directly to the Respondent, the Respondent must provide a description of products and/or services provided that are directly related to this proposal and the cost of direct supplies for this proposal. Respondents must complete the Subcontractor Commitment Form in its entirety.

Failure to meet these goals will affect the evaluation of your Proposal. The Department reserves the right to verify all information included on the MWBE Subcontractor Commitment Form.

Respondents are encouraged to contact and work with MWBED at 317-232-3061 to design a subcontractor commitment to meet established goals as referenced in this solicitation.

Prime Contractors must ensure that the proposed subcontractors meet the following criteria:

- Must be listed on the IDOA Directory of Certified Firms
- Each firm may only serve as once classification – MBE or WBE
- A Prime Contractor who is an MBE or WBE must meet subcontractor goals by using other listed certified firms. Certified Prime Contractors cannot count their own workforce or companies to meet this requirement.
- Must serve a commercially useful function. The firm must serve a value-added purpose on the engagement.
- Must provide goods or service only in the industry area for which it is certified as listed in the directory at <http://www.in.gov/idoa/2352.htm>
- Must be used to provide the goods or services specific to the contract
- National Corporate Diversity Plans are generally not acceptable

MINORITY & WOMEN’S BUSINESS ENTERPRISES RFP SUBCONTRACTOR LETTER OF COMMITMENT

A signed letter(s), on company letterhead, from the MBE and/or WBE must accompany the MWBE Subcontractor Commitment Form. Each letter shall state and will serve as acknowledgement from the MBE and/or WBE of its subcontract amount, a description of products and/or services to be provided on this project and approximate date the subcontractor will perform work on this contract. The State will deny evaluation points if the letter(s) is not attached, not on company letterhead, not signed and/or does not reference and match the subcontract amount and the anticipated period that the Subcontractor will perform work for this solicitation.

By submission of the Proposal, the Respondent acknowledges and agrees to be bound by the regulatory processes involving the State’s M/WBE Program. Questions involving the regulations governing the MWBE Subcontractor Commitment Form should be directed to: Minority and Women’s Business Enterprises Division at (317) 232-3061 or mwbe@idoa.in.gov.

1.22 AMERICANS WITH DISABILITIES ACT

The Respondent specifically agrees to comply with the provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 *et seq.* and 47 U.S.C. 225).

1.23 SUMMARY OF MILESTONES

The following timeline is only an illustration of the RFP process. The dates associated with each step are not to be considered binding. Due to the unpredictable nature of the evaluation period, these dates are commonly subject to change. At the conclusion of the evaluation process, all Respondents will be informed of the evaluation team’s findings.

Key RFP Dates:

Activity	Date
Issue of RFP	July 21, 2009
Pre-Proposal Conference	July 29, 2009
Deadline to Submit Written Questions	July 31, 2009
Response to Written Questions/RFP Amendments	August 14, 2009
Submission of Proposals	September 11, 2009

<i>The dates for the following activities are target dates only. These activities may be completed earlier or later than the date shown.</i>	
Proposal Evaluation	September 14 to October 2, 2009
Proposal Discussions/Clarifications (if necessary)	October 30
Oral Presentations (if necessary)	Week of November 2-November 6, 2009
Best and Final Offers (if necessary)	November 13
Contract Award	November 20

SECTION TWO PROPOSAL PREPARATION INSTRUCTIONS

2.1 GENERAL

To facilitate the timely evaluation of proposals, a standard format for proposal submission has been developed and is described in this section. All Respondents are required to format their proposals in a manner consistent with the guidelines described below:

- Each item must be addressed in the Respondent's proposal.
- The Transmittal Letter must be in the form of a letter. The business and technical proposals must be organized under the specific section titles as listed below.

2.2 TRANSMITTAL LETTER

The Transmittal Letter must address the following topics except those specifically identified as "optional."

2.2.1 Agreement with Requirement in listed in Section 1

The Respondent must explicitly acknowledge understanding of the general information presented in Section 1 and agreement with any requirements/conditions listed in Section 1.

2.2.2 Summary of Ability and Desire to Supply the Required Products or Services

The Transmittal Letter must briefly summarize the Respondent's ability to supply the requested products and/or services that meet the requirements defined in Section 2.4 of this RFP. The letter must also contain a statement indicating the Respondent's willingness to provide the requested products and/or services subject to the terms and conditions set forth in the RFP including, but not limited to, the State's mandatory contract clauses.

2.2.3 Signature of Authorized Representative

A person authorized to commit the Respondent to its representations and who can certify that the information offered in the proposal meets all general conditions including the information requested in Section 2.3.4, must sign the Transmittal Letter. **In the Transmittal Letter, please indicate the principal contact for the proposal along with an address, telephone and fax number as well as an e-mail address, if that contact is different than the individual authorized for signature.**

2.2.4 Respondent Notification

Unless otherwise indicated in the Transmittal Letter, Respondents will be notified via e-mail.

It is the Respondent's obligation to notify the Procurement Division of any changes in any address that may have occurred since the origination of this solicitation. The Procurement Division will not be held responsible for incorrect vendor/contractor addresses.

2.2.5 Other Information

This item is optional. Any other information the Respondent may wish to briefly summarize will be acceptable.

2.3 BUSINESS PROPOSAL

The Business Proposal must address the following topics except those specifically identified as "optional."

2.3.1 Declarations Page (Attachment D)

Respondents must agree to the requirements in Attachment D, the Indiana Tobacco Prevention and Cessation Agency (ITPC) Declarations and initial, sign, and submit the document with the proposal. If the organization has more than one product division, the division responsible for the delivery of goods and services must submit the declaration form for the organization and any subcontractors hired to work on this project.

2.3.2 Respondent's Company Structure

The legal form of the Respondent's business organization, the state in which formed (accompanied by a certificate of authority), the types of business ventures in which the organization is involved, and a chart of the organization are to be included in this section. If the organization includes more than one product division, the division responsible for the development and marketing of the requested products and/or services in the United States must be described in more detail than other components of the organization.

2.3.3 Company Financial Information

This section must include the Respondent's financial statement, including an income statement and balance sheet, for each of the two most recently completed fiscal years. The financial statements must demonstrate the Respondent's financial stability. If the financial statements being

provided by the Respondent are those of a parent or holding company, additional financial information should be provided for the entity/organization directly responding to this RFP.

2.3.4 Integrity of Company Structure and Financial Reporting

This section must include a statement indicating that the CEO and/or CFO has taken personal responsibility for the thoroughness and correctness of any/all financial information supplied with this proposal. The particular areas of interest to the State in considering corporate responsibility include the following items: separation of audit functions from corporate boards and board members, if any, the manner in which the organization assures board integrity, and the separation of audit functions and consulting services. The State will consider the information offered in this section to determine the responsibility of the Respondent under IC 5-22-16-1(d).

The Sarbanes Oxley Act of 2002, H.R. 3763, is NOT directly applicable to this procurement; however, its goals and objectives may be used as a guide in the determination of corporate responsibility for financial reports.

2.3.5 Contract Terms/Clauses

A sample contract that the state expects to execute with the successful Respondent(s) is provided in Attachment B. This contract contains both mandatory and non-mandatory clauses. Mandatory clauses are listed below and are non-negotiable. Other clauses are highly desirable. It is the State's expectation that the final contract will be substantially similar to the sample contract provided in Attachment B.

In your Transmittal Letter please indicate acceptance of these mandatory contract terms (see section 2.2.2). In this section please review the rest of the contract and indicate your acceptance of the non-mandatory contract clauses. If a non-mandatory clause is not acceptable as worded, suggest specific alternative wording to address issues raised by the specific clause. If you require additional contract terms please include them in this section. To reiterate it's the State's strong desire to not deviate from the contract provided in the attachment and as such the State reserves the right to reject any and all of these requested changes.

The mandatory contract terms are as follows:

- Authority to Bind Contractor
- Duties of Contractor, Rate of Pay, and Term of Contract
- Compliance with Laws
- Drug-free Workplace Provision and Certification
- Funding Cancellation

- Indemnification
- Governing Laws
- Non-discrimination clause
- Payments
- Penalties/Interest/Attorney's Fees
- Non-collusion and Acceptance

Any or all portions of this RFP and any or all portions of the Respondents response may be incorporated as part of the final contract

2.3.6 References

The Respondent must include a list of at least (2) two clients for whom the Respondent has provided products and/or services that are the same or similar to those products and/or services requested in this RFP. Information provided should include the name, address, and telephone number of the client facility and the name, title, and phone/fax numbers of a person who may be contacted for further information.

2.3.7 Registration to do Business

Secretary of State

If awarded the contract, the Respondent will be required to be registered, and be in good standing, with the Secretary of State. The registration requirement is applicable to all limited liability partnerships, limited partnerships, corporations, S-corporations, nonprofit corporations and limited liability companies. The Respondent must indicate the status of registration, if applicable, in this section of the proposal.

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Additionally, respondents must be registered with the IDOA. This can be accomplished on-line at <http://www.in.gov/idoa/2464.htm> .

The IDOA Procurement Division maintains two databases of vendor information. The Bidder registration database is set up for vendors to register if you are interested in selling a product or service to the State of Indiana. Respondents may register on-line at no cost to become a Bidder with the State of Indiana. To complete the on-line Bidder registration, go to <http://www.in.gov/idoa/2464.htm>. The Bidder registration offers email notification of upcoming solicitation opportunities, corresponding to the Bidder's area(s) of interest, selected during the registration process. Respondents do need to be registered to bid on and receive email notifications. Completion of the Bidder registration will result in your

name being added to the Bidder's Database, for email notification. The Bidder registration requires some general business information, an indication of the types of goods and services you can offer the State of Indiana, and locations(s) within the state that you can supply or service. There is no fee to be placed in Procurement Division's Bidder Database. To receive an award, you must be registered as a bidder.

Problems or questions concerning the registration process or the registration form can be e-mailed to Amey Redding, Vendor Registration Coordinator, aredding@idoa.in.gov, or you may reach her by phone at (317) 234-3542.

2.3.8 Authorizing Document

Respondent personnel signing the Transmittal Letter of the proposal must be legally authorized by the organization to commit the organization contractually. This section shall contain proof of such authority. A copy of corporate bylaws or a corporate resolution adopted by the board of directors indicating this authority will fulfill this requirement.

2.3.9 Subcontractors

The Respondent is responsible for the performance of any obligations that may result from this RFP, and shall not be relieved by the non-performance of any subcontractor. Any Respondent's proposal must identify all subcontractors and describe the contractual relationship between the Respondent and each subcontractor. Either a copy of the executed subcontract or a letter of agreement over the official signature of the firms involved must accompany each proposal.

Any subcontracts entered into by the Respondent must be in compliance with all State statutes, and will be subject to the provisions thereof. For each portion of the proposed products or services to be provided by a subcontractor, the technical proposal must include the identification of the functions to be provided by the subcontractor and the subcontractor's related qualifications and experience.

The combined qualifications and experience of the Respondent and any or all subcontractors will be considered in the State's evaluation. The Respondent must furnish information to the State as to the amount of the subcontract, the qualifications of the subcontractor for guaranteeing performance, and any other data that may be required by the State. All subcontracts held by the Respondent must be made available upon request for inspection and examination by appropriate State officials, and such relationships must meet with the approval of the State.

The Respondent must list any subcontractor's name, address and the state in which formed that are proposed to be used in providing the required products or services. The subcontractor's responsibilities under the proposal, anticipated dollar amount for subcontract, the subcontractor's form of organization, and an indication from the subcontractor of a willingness to carry out these responsibilities are to be included for each subcontractor. This assurance in no way relieves the Respondent of any responsibilities in responding to this RFP or in completing the commitments documented in the proposal. The Respondent must indicate which, if any, subcontractors qualify as a Minority or Women Owned Business under IC 4-13-16.5-1. See Section 1.21 and Attachment A for Minority and Women Business information.

2.4 TECHNICAL PROPOSAL

The Technical Proposal must be divided into the sections as described below. Every point made in each section must be addressed in the order given. The same outline numbers must be used in the response. RFP language should not be repeated within the response. Where appropriate, supporting documentation may be referenced by a page and paragraph number. However, when this is done, the body of the technical proposal must contain a meaningful summary of the referenced material. The referenced document must be included as an appendix to the technical proposal with referenced sections clearly marked. If there are multiple references or multiple documents, these must be listed and organized for ease of use by the State.

Technical Proposal Outline:

1. Executive summary
2. Narrative
3. Cost proposal

Executive Summary

This section should be no more than 2 pages in length, double-spaced. The Executive Summary shall briefly describe the respondent's organization's experience and knowledge with the scope of services required, and proposed approach to deliver services.

Narrative Outline

This section is limited to 50 pages double-spaced, exclusive of appendices or exhibits. The narrative should include the following sections and detail within each section as described below. Additional detail can be found in the scope of work.

Section 1: Vision

Please provide an overview of the media and marketing landscape in Indiana relevant to changing perceptions, attitudes and beliefs regarding tobacco use in Indiana. Provide a description of the media and marketing opportunities that should be seized upon in the next 12 months in order to build on the momentum of the recent federal policy action to raise federal taxes on tobacco products as well as regulate tobacco products. Explain what changes ITPC should consider to take full advantage of media and marketing opportunities that are available at this point in time. Discuss what challenges need to be considered.

Section 2: Organizational capacity

Describe your organization's experience in marketing and communications. Include any experience in working on social justice and behavior change and issue based work. Also include any experience with state government.

Attach resumes for key personnel, including any subcontractors. Describe how you will fulfill the Administrative and Budget Responsibilities described in the scope of work.

Section 3: Media and communication plan

Provide a multi-year communication, media, and marketing plan. Within the plan, be sure to include documentation/sourcing for any research statements or assumptions included in the plan. Clearly outline the any staff involved to execute each component of the plan, including any subcontractors. The plan should include the following components:

- Overall objectives of the plan
- Media and Communication Platforms on an annual basis for 4 years
- Advertising and Countermarketing Strategies for the next year
- Media Advocacy/Public Relations Strategies for the next year
- Events and Outreach Strategies for the next year
- Websites/On-line Technology components to complement annual plans
- VOICE Youth Campaign –Strategies for the next year
- Market Research and Evaluation Strategies

Section 4: Scenarios

The responsibilities of the media contractor include responding quickly to national events and opportunities for ITPC to capitalize on with our partners. The following three scenarios are likely situations that ITPC will face in the next 12 months. How would you approach maximizing these national opportunities? Please provide a brief response (approximately 1 page) to these scenarios.

1. In the fall of 2009, the Institute of Medicine is expected to release a report that strongly links secondhand smoke and heart disease that includes the most recent research studies to document this connection. How do you suggest that ITPC, through its state and local partners maximize the release of this report to further its work with promoting smoke free air environments and education on the dangers of secondhand smoke? Provide a plan for execution of these ideas.

2. Voice is Indiana's youth movement against tobacco use with specific emphasis on how the tobacco companies continue to target youth as their next generation of smokers and tobacco users. Voice focuses mostly on grassroots activism. The national truth ® campaign has more of a media presence among youth in Indiana. How can Voice take more advantage of youth's recognition of truth and build on the message platform of truth ® media campaigns.
3. The National Alliance on Tobacco Cessation is a consortium of states organized by the American Legacy Foundation. Legacy has developed the 'become an EX' campaign that has included some paid media, local events (coffee trucks), and a website to link smokers to resources in their states and promote social networking among quitters. How do you suggest that ITPC partner with the EX campaign to further its reach to adult smokers in Indiana? Please describe the pros and cons of partnering with EX for these messages.

Section 5: Assessing creative and target audiences

Describe the decision making criteria that would be used to evaluate when existing creative should be used and/or when new creative should be developed.

Describe research strategies and resources are used to understand target audiences outlined in the overall communication, marketing and media plans. Provide a sample of market research profiles on a likely target audience you would recommend for changing social norms necessary to reduce tobacco use in Indiana.

Section 6: Partnerships

Describe your experience in working with an agency in working with partnerships at the local level; describe your experience in developing a streamlined communication process for working with ITPC and our partners.

2.5 COST PROPOSAL

The Cost Proposal must be submitted using Attachment E, the Cost Proposal Worksheet. Please note that respondents must propose a brochure cost with and without printing costs included. The State reserves the right to remove any printing services within the contract resulting from this RFP if it can find another printing provider to do the work at a more competitive rate/price.

2.6 INDIANA ECONOMIC IMPACT

All companies desiring to do business with state agencies must complete an “Indiana Economic Impact” form (Attachment C). The collection and recognition of the information collected with the Indiana Economic Impact form places a strong emphasis on the economic impact a project will have on Indiana and its residents regardless of where a business is located. The collection of this information does not restrict any company or firm from doing business with the state.

2.7 BUY INDIANA INITIATIVE/INDIANA COMPANY

It is the Respondent’s responsibility to confirm its Buy Indiana status for this portion of the process. If a Respondent has previously registered its business with IDOA, go to <http://www.in.gov/idoa/2464.htm> and click on the link to update this registration. Click the tab titled Buy Indiana. Select the appropriate category for your business. Respondents may only select one category. Certify this selection by clicking the check box next to the certification paragraph. Once this is complete, save your selection and exit your account.

Respondents that have not previously registered with IDOA must go to <http://www.in.gov/idoa/2464.htm> and click on the link to register. During the registration process, follow the steps outlined in the paragraph above to certify your business’ status. The registration process should be complete at the time of proposal submission.

Defining an Indiana Business:

“Indiana business” refers to any of the following:

- (1) A business whose principal place of business is located in Indiana.
- (2) A business that pays a majority of its payroll (in dollar volume) to residents of Indiana.
- (3) A business that employs Indiana residents as a majority of its employees.

Respondents claiming this status must indicate which of the provisions above qualifies them as an Indiana business. They must also fully complete the Indiana Economic Impact Form (Attachment C) and include it with their response.

The following is the policy concerning items 4 & 5 described below. Appropriate documentation must be provided with your proposal response supporting either claim made below:

- (4) A business that makes significant capital investments in Indiana.
- (5) A business that has a substantial positive economic impact on Indiana.

Substantial Capital Investment:

Any company that can demonstrate a minimum capital investment of \$5 million or more in plant and/or equipment or annual lease payments of \$2.5 million or more shall qualify as an Indiana business under category #4. If an out of state company does not meet one of these criteria, it can submit documentation/justification to the State for review for inclusion under this category.

Substantial Indiana Economic Impact:

Any company that is in the top 500 companies (adjusted) for one of the following categories: number of employees (DWD), unemployment taxes (DWD), payroll withholding taxes (DOR), or Corporate Income Taxes (DOR); it shall qualify as an Indiana business under category #5. If a Respondent needs assistance in determining if its business qualifies under this criterion, please send an email inquiry to buyindianainvest@idoa.in.gov and you will receive a response within forty-eight (48) hours. If an out of state company does not meet one of these criteria, it can submit documentation/justification to the State for review for inclusion under this category.

SECTION THREE PROPOSAL EVALUATION

3.1 PROPOSAL EVALUATION PROCEDURE

The State has selected a group of personnel to act as a proposal evaluation team. Subgroups of this team, consisting of one or more team members, will be responsible for evaluating proposals with regard to compliance with RFP requirements. All evaluation personnel will use the evaluation criteria stated in Section 3.2. The Commissioner of IDOA or his designee will, in the exercise of his sole discretion, determine which proposals offer the best means of servicing the interests of the State. The exercise of this discretion will be final.

The procedure for evaluating the proposals against the evaluation criteria will be as follows:

- 3.1.1 Each proposal will be evaluated for adherence to requirements on a pass/fail basis. Proposals that are incomplete or otherwise do not conform to proposal submission requirements may be eliminated from consideration.
- 3.1.2 Each proposal will be evaluated on the basis of the categories included in Section 3.2. A point score has been established for each category.
- 3.1.3 If technical proposals are close to equal, greater weight may be given to price.
- 3.1.4 Based on the results of this evaluation, the qualifying proposal determined to be the most advantageous to the State, taking into account all of the evaluation factors, may be selected by IDOA and Indiana Tobacco Prevention and Cessation Agency, (ITPC) for further action, such as contract negotiations. If, however, IDOA and Indiana Tobacco Prevention and Cessation Agency, (ITPC) decide that no proposal is sufficiently advantageous to the State, the State may take whatever further action is deemed necessary to fulfill its needs. If, for any reason, a proposal is selected and it is not possible to consummate a contract with the Respondent, IDOA may begin contract preparation with the next qualified Respondent or determine that no such alternate proposal exists.

3.2 EVALUATION CRITERIA

Proposals will be evaluated based upon the proven ability of the Respondent to satisfy the requirements of the RFP in a cost-effective manner. Each of the evaluation criteria categories is described below with a brief explanation of the basis for evaluation in that category. The points associated with each category are indicated following the category name (total maximum points = 100). If any one or more of the listed criteria on which

the responses to this RFP will be evaluated are found to be inconsistent or incompatible with applicable federal laws, regulations or policies, the specific criterion or criteria will be disregarded and the responses will be evaluated and scored without taking into account such criterion or criteria.

Summary of Evaluation Criteria:

Criteria	Points
1. Adherence to Mandatory Requirements	Pass/Fail
2. Management Assessment/Quality (Business and Technical Proposal)	35
3. Cost (Cost Proposal)	20
4. Indiana Economic Impact	15
5. Buy Indiana	10
6. Minority (10) and Women Business (10) Subcontractor Commitment	20
Total	100

All proposals will be evaluated using the following approach.

Step 1

In this step proposals will be evaluated only against Criteria 1 to ensure that they adhere to Mandatory Requirements. Any proposals not meeting the Mandatory Requirements will be disqualified.

Step 2

The proposals that meet the Mandatory Requirements will then be scored based on Criteria 2 and 3 ONLY. This scoring will have a maximum possible score of 55 points. All proposals will be ranked on the basis of their combined scores for Criteria 2 and 3 ONLY. This ranking will be used to create a “short list”. Any proposal not making the “short list” will not be considered for any further evaluation.

Step 2 may include one or more rounds of proposal discussions focused on cost and other proposal elements.

Step 3

The short-listed proposals will then be evaluated based on all the entire evaluation criteria outlined in the table above.

If the State conducts additional rounds of discussions and a BAFO round which lead to changes in either the technical or cost proposal for the short listed Respondents, their scores will be recomputed.

The section below describes the different evaluation criteria.

- 3.2.1 Adherence to Requirements – Pass/Fail
- 3.2.2 Management Assessment/Quality - 35 points
- 3.2.3 Price – 20 points
- 3.2.4 Indiana Economic Impact -15 points

See Section 2.6 for additional information.

The total number of full time equivalent (FTE – please see Section 1.2 for a definition of FTE's) Indiana resident employees for the Respondent's proposal (prime contractor and subcontractors) will be used to evaluate the Respondent's Indiana Economic Impact. Points will be awarded based on a graduated scale. The Respondent with the most Indiana FTEs will be awarded 15 points. Points will then be awarded to the remaining Respondents proportionately.

- 3.2.5 Buy Indiana Initiative – 10 points

Respondents qualifying as an Indiana Company as defined in Section 2.7 will receive 10 points in this category.

- 3.2.6 Minority (10 points) & Women's Business (10 points) Subcontractor Commitment - 20 points

The following formula will be used to determine points to be awarded:

The commitment factor for each proposal will be calculated by multiplying the commitment percentage by one hundred. The RFP score ratio will be determined by dividing the maximum allowable points by the highest commitment factor. The proposal with the highest commitment factor will be given the maximum allowable points. The points awarded to the other proposals will be calculated by multiplying the score ratio by the proposed commitment factor.

Commitment percentage * 100 = commitment factor
Maximum allowable points/highest commitment factor = score ratio
Commitment factor * score ratio = points awarded

The Commissioner of IDOA or his designee will, in the exercise of his sole discretion, determine which proposal(s) offer the best means of servicing the interests of the State. The exercise of this discretion will be final.